

Telstra Footy Grants Guide - How to Apply



Congratulations! Your funding has been approved

- 1 Sign and return your funding agreement through SmartyGrants
- 2 Purchase your item/s
- 3 Acquit your grant within 60 days through SmartyGrants
- 4 Share your success on social media



2026 Telstra Footy Grants

Toolkit



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BACKGROUND

In 2024 the AFL entered into a partnership with Telstra who committed \$8 million in funding over four years to community football clubs across Australia. This equates to \$2 million a year across the country with a designated amount allocated to WA each year.

The Telstra Footy Grants program is designed to financially assist initiatives that support community clubs to strengthen the base and secure the future in three key areas:

- Grow and assist volunteer capacity
- Grow and diversify participation
- Improve club environment and experiences

To ensure maximum uptake by clubs and to assist in ensuring the application process is as easy as possible, the grants are offered over four consecutive rounds and are administrated at a state/territory level. Recommendations are made by the state/territory administrators to the board with the objective of supporting as many clubs as possible through the program.

2026 GRANTS

WA Football is excited to be delivering Telstra Footy Grants in partnership with AFL and Telstra in 2026.

<https://play.afl/clubhelp/footy-grants>

GRANT ROUNDS

To give clubs the greatest opportunity to access the funding, grant rounds for 2026 are as follows.

Rnd	Open Date	Close date	Outcome Notification
1	Mon 1 st December	8.59pm Sun 1 st February	Week of Mon 2 nd March
2	Mon 2 nd February	8.59pm Thurs 2 nd April	Week of Mon 4 th May
3	Fri 3 rd April	9.59pm Sun 24 th May	Week of Mon 22 nd June
4	Mon 25 th May	3.00pm Thurs 25 th July	Week of Mon 17 th August

* Note, acquittal is within 60 days from outcome notification.

WHAT CAN CLUBS APPLY FOR?

A club can only apply for one item per year. If a club is unsuccessful, they may reapply.

To meet the specific needs of WA, there are some state specific conditions that have been applied to some grant items. Additionally, priority will be given to some items in certain rounds to help streamline funding allocation, increasing the benefit to clubs.

This means that whilst you can apply for any item at any time, some items may not be considered in non-designated rounds.

GROW AND ASSIST VOLUNTEER CAPACITY		
Item	Amount	Additional Requirements
Short courses - Electronic bookkeeping - Governance - Barista - RSA - First aid / sports training - Food handling	75% of total cost up to \$1,000	
Electronic point of sale (POS) systems	75% of total cost up to \$1,500	
Line marker machine	75% of total up to \$2,000	Not available for subcontractor costs
Ice machine	75% of total up to \$1,500	
Replace manual scoreboard to fixed electronic scoreboard	50% of total cost up to \$20,000	See Special Conditions for additional requirements
Replace manual scoreboard to portable electronic scoreboard	50% of total cost up to \$10,000	See Special Conditions for additional requirements
Items to modify ovals for junior football or NINES competitions - Moveable goal posts - Cones for marking boundaries - Goal flags - Etc.	75% of total cost up to \$1,500	Junior football competition available in rounds 1 and 2 only NINES competition available in all rounds
Goal post padding	75% of total cost up to \$1,000	
Defibrillator	75% of total cost up to \$2,000	

PA systems	75% of total cost up to \$2,000	
Behind goal netting	50% of total cost up to \$20,000	See Special Conditions for additional requirements

GROW AND DIVERSIFY PARTICIPATION

Item	Amount	Additional Requirements
Start-up costs for the establishment of new or amalgamated clubs	Total cost up to \$15,000	Available in round 1 and 4 only This is only available for one team per year
New girls team in age groups up to under 12's (Auskick to Year 6)	Total cost up to \$2,000	Available in rounds 1 and 2 only
Promote increased participation among multicultural and Aboriginal and Torres Strait Islander peoples, people of all abilities and those from disadvantaged backgrounds	For 2026, differing from AFL grant criteria 75% of cost up to \$2,000	Subsidised fees will not be funded in 2026 See Special Conditions for additional requirements
Indigenous or Pride themed items where education or awareness initiatives are delivered		

IMPROVE ENVIRONMENTS AND EXPERIENCES

Item	Amount	Additional Requirements
Short term financial support to distressed clubs ie: where a natural disaster may impact a clubs ability to operate		
Safety lighting and / or surveillance /security cameras to monitor matchday environment on and off the field	75% of total cost up to \$2,000	Excludes oval lighting

WHAT CAN'T CLUBS APPLY FOR?

There are some items that aren't covered by the grant. There is a full list in the grant criteria on the Telstra Footy Grants webpage, but some items include:

- Upgrades to facilities such as changerooms, drink fountains etc.
- Payment to sub-contractors or those who provide a service e.g. line marking contractors, coaches, trainers
- Equipment for existing teams
- Technology such as phones, tablets, laptops etc, unless specifically listed as a fundable item e.g. POS
- Projects that are already being offered

WHAT TO DO BEFORE YOU APPLY

Before applying all clubs **MUST** contact their Football Representative to discuss the application. This will help ensure that:

- The program/ item meets the criteria
- The club meets the criteria
- The club is clear on any additional requirements
- The club understands application requirements
- The best chance of submitting a successful application

If the relevant Football Representative isn't contacted, the application may not be recommended for funding.

FOOTBALL REPRESENTATIVES

Metro Senior Competitions

(Perth Football League and other Metro Senior Competitions)

Henry Beus

Club Development and Welbeing Coordinator

Perth Football League

henry@perthfootball.com.au

WA Football Juniors and Country Competitions

(All Country Football Clubs)

Jenné Emberson

Volunteer Engagement Specialist

WA Football

clubdevelopment@wfootball.com.au

WHAT TO PREPARE

To ensure your club has all of the required information to successfully submit the grant make sure you have:

- A clear vision of what you want to apply for, and why.
- Checked that the item meets the criteria of the grant.
- A budget for the item and associated project
 - o Anticipated total cost
 - o The amount applying for (ensuring that it meets item criteria \$ and %)
 - o Other funding / sponsorship received for item / project
 - o How much the club will be contributing
- Quotes (not required for all items, but recommended).
- The item will be purchased within the grant timeframe (60 days from outcome notification).
- Spoken to the relevant Football Representative.

SPECIAL CONDITIONS

There are some conditions that clubs should be aware of prior to applying.

- Clubs **MUST** contact their Football Representative prior to applying. If no contact is made the application may not be recommended for funding.
- Currently in WA, clubs are not required to have completed the Women and Girls Community Football Charter to be considered for funding, but all clubs are encouraged to do so. More information can be found on the Telstra Footy Grants webpage.
- Grant funding is made in arrears, after the grant has been acquitted. If your club may be unable to pay for the item in advance, please speak to your Football Representative.
- Funding can be retrospective up to three months from date of round closing.
- Some items will only be available for funding in certain rounds. Please make sure you double check before applying.

ELECTRONIC SCOREBOARDS AND BEHIND GOAL NETTING

Clubs can apply for up to \$10,000 for a portable electronic scoreboard, up to \$20,000 for a fixed electronic scoreboard, and up to \$20,000 for behind goal netting.

Before applying, the following steps must be taken:

- For a fixed electronic scoreboard or behind goal netting, a letter of support from the landowner (usually local government) must be obtained.
- For portable electronic scoreboard or behind goal netting, this must be clearly stated.
- At least one quote is required, two is preferred.
- Demonstrate forward planning including:
 - o Project plan / steps taken to procure a scoreboard / netting
 - o Project timeline, including confirmation that grant can be acquitted within 60 days of grant approval
 - o Project budget including how additional funds will be acquired including ability to fund project if funded amount is less than requested amount e.g. \$10,000 requested, \$7,000 approved.
- Cross club / sport partnerships, to ensure resource is utilised well, where applicable e.g. junior / senior football clubs.
- Contact your Football Representative prior to applying to discuss your application.

Please note, you don't need to have received and installed your fixed electronic scoreboard or behind goal netting to acquit the grant. You can acquit on payment of a deposit over the amount funded and confirmation of install date.

INCREASING PARTICIPATION

Clubs can apply for funding to support increased participation for those from disadvantaged backgrounds including:

- Multicultural communities
- Aboriginal and Torres Strait Islander people
- People of all abilities
- Others from disadvantaged backgrounds.

Whilst the Telstra Footy Grants criteria states that clubs can apply for \$500 per participant capped at \$5,000, in WA, clubs can apply for 75% of total cost up to \$2,000.

Subsidised fees will not be funded in 2026 for WA Clubs.

OTHER INITIATIVES AND ITEMS NOT LISTED

We are always looking for new and innovative ways to support clubs through the Telstra Footy Grants. If you have an item or idea which isn't listed, please reach out to your Football Representative to discuss.



FUNDING AGREEMENTS AND ACQUITTALS

When your funding application is approved, you will receive a letter via email from the AFL. This will include the amount your club has been funded for and a link back to SmartyGrants and your Funding Agreement. This must be signed and returned via SmartyGrants.

If you are unable to acquit your grant by the due date, please contact your Football Representative and they will work with you to reach an outcome.

SHARE YOUR SUCCESS

If your club has been a beneficiary of a Telstra Footy Grant, we would love to hear from you. Please share your clubs' story and photos with your Football Representative so that we can join in celebrating your success.